portals

The CVAC Centre of Arts, Culture & Heritage

CVAC
COWICHAN VALLEY ARTS COUNCIL

PORTALS – THE CVAC CENTRE OF ARTS, CULTURE AND HERITAGE

2014 / 2015 USER GUIDE
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Established February, 2012

Our goal is to be an inspiring "go to" place in which CVAC members and guests share local, regional and national arts, culture and heritage information and experiences with residents of the entire Cowichan Valley. *Focused on creative excellence and best practice, PORTALS showcases the integration of all types of creative and artistic genres* and highlights both the Cowichan Valley Arts Council members and the community at large.

Protocol of respect:

All of the work of the CVAC Board, PORTALS Team and staff is based on the fourfold principle of: *one speaker, who speaks from the heart without blame, and who shows ups to solve problems!* Thank you for your respect in this regard.

The PORTALS staff and TEAM (PT):

More than thirty volunteer CVAC members have been trained to provide support for exhibitors when they use the PORTALS space. Their most important function is to be ambassadors who greet guests, and exhibitors and further engages them in discussion. They perform opening and closing duties and have been trained in security, sales, record-keeping, best practice in display and hanging, and are charged with the supervision of the space in two hour blocks. There will usually be PT members on site at all times and will assist with hanging and show take down.

Possible uses of the PORTALS space:

PORTALS is a CVAC member-user space. While it can be used by non-members, discounted rates are set to emphasize the opportunity for CVAC member use. This document refers specifically to the use of the whole space (as opposed to the Rent-A-Wall and Teaser Board programs).

(see cowichanvalleyartscouncil.ca more details or

email cvartscouncil@shaw.ca)

PORTALS – THE CVAC CENTRE OF ARTS, CULTURE AND HERITAGE

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PORTALS Opportunities

"Rent A Wall"

- Any individual who is over 19 years of age may rent a 4' x 8' section of the PORTALS display wall to display a piece or series of pieces of their art.
- One changeover of artwork is required during the 18 day period, generally about halfway through the period. On these changeover days, the artist is required to be in PORTALS for one hour, in order to meet and greet community members.
- Exhibitors are welcome to frequent the space as often as they wish, bringing guests and potential buyers in to see their work.
- See Appendix Five for prices.
- Labels are provided by CVAC for this usage. A List of Works must be submitted to the PORTALS coordinator prior to the event to ensure labels are completed accurately.
- In order to ensure unity and harmony, **all hanging decisions are the responsibility of the PORTALS Coordinator.**
- On two days during the rotation, the exhibitor is required to be in PORTALS for one hour, in order to meet and greet community members. The artist visit times will be arranged at their convenience.
- The PORTALS Digital Display System (PDDS), a 27" screen and a PC laptop are available to rent as one portion of "wall". The screen may be used for a variety of display options. Please speak with PORTALS Coordinator for specific information and file formats. (JPEG format, maximum size 1.8 MB)
- There is no commission charged by CVAC on sales, except at 2% filing fee for single Visa/MC purchases over $300.00.

Whole Space Usage

- CVAC members may use the entire 450 square foot space for an 18 day rotation (see Appendix Five for prices) This includes 1 ½ days for set up, 1 day for take down and up to 16 days of display. Please note that holidays do affect the days that PORTALS can be used.
- While PORTALS TEAM members are in attendance to help with hanging, as well as the PORTALS Coordinator, the majority of the show installation is done by the exhibitor. (See recommended hanging requirements page 6)
- There is no commission charged by CVAC on sales.
- Label templates are provided by CVAC but must be completed by the exhibitor. For further information, contact the PORTALS Coordinator. All labels must be typed and adhered onto a firm backing.
- Interactive exhibits are encouraged – workshops, mini - seminars, art talks, art demos, etc. These are to be organized by the exhibitor.

"Teaser Gallery"

- Any CVAC member may post bulletins and items that advertise or "tease out" an upcoming cultural event on our Teaser gallery bulletin board wall.
- Digital submissions are preferred, JPEG format maximum 1.8MB (ex: 1200 x 1500)
- Every attempt will be made to maintain the bulletin board wall during whole use PORTALS shows. However, if space becomes an issue, the whole use exhibitor's need will be met first.
- Members may also post want ads for culturally-related items such as workshop requests, equipment and supplies requests, etc.
- Items may not be posted more than one month in advance of the event and will be removed as soon as the event is over.
- This opportunity is only available to CVAC members in good standing. For further information, contact the PORTALS Coordinator.

PORTALS – Booking Schedules

In order to make the very best use of the space, your time and the time of the PORTALS Staff and PORTALS TEAM members, we use this rotation system*. Each rotation allows the user the same amount of time to hang, show, host, and dismantle their event. **PORTALS is not able to be open on Sundays for non-CVAC sponsored shows.**

Monday	***Tuesday***	***Wednesday***	***Thursday***	***Friday***	***Saturday***
Day one Set up rotation 1 AIM to be able to hang in one day	Day two Continue set up rotation 1 if necessary. Show begins asap	Third Full Day 10:00 – 5:00	Fourth full day 10:00 – 5:00	Fifth full day 10:00 – 5:00	Sixth half day 10:00 – 1:00
Seventh full day 10:00 – 5:00	Eighth full day 10:00 – 5:00	Ninth full day 10:00-5:00 Rotation Day	Tenth full day 10:00 -5:00 Rotation Day	Eleventh full day 10:00-5:00	Twelfth half day 10:00-1:00
Thirteenth full day 10:00-5:00	Fourteenth full day 10:00 – 5:00	Fifteenth full day 10:00 – 5:00	Sixteenth full day 10:00 – 5:00	Seventeenth full day 10:00 – 5:00	Eighteenth Day Take down rotation 2 10:00 – 1:00 Clean space Prep wall

*** Please note that PORTALS is closed on Saturdays during holiday weekends.**

PORTALS – What kinds and how many pieces to include in a display/show

Best Practice requirements:

- Users must be the designers, photographers, and/or creators of the items included in the show.
- Original artworks are strongly encouraged. Reproductions i.e. giclée prints must be to professional standards and clearly identified as reproductions. **Giclée is not allowed in any CVAC sponsored show.**
- All work should be well conceived, professionally executed without technical faults and demonstrate an identity of design.
- Include only items made by hand or using a hand controlled process. No manufactured end products are acceptable.
- Ready-made components are acceptable only if their importance is secondary to the skill and design contributed by the artist or artisan and where their use is clearly appropriate to the nature and design of the work.
- Articles made from molds are acceptable only where the mold is the design and product of the artist or craftsperson or where the mould is subordinate to the maker's creativity.
- Outsourced items made by another person and articles in any medium using a commercial kit are not permitted to be included in the show.
- A limited number of art cards may be included to supplement larger pieces.
- **Items may not have appeared in any previous PORTALS show.**
- A limited number of Not For Sale (NFS) items may be included if they are clearly identified.
- All items must be ready to hang and follow professional framing practice. Wire, taped on ends, approximately 1/3 from the top of the piece and affixed with eye screws. Avoid inexpensive commercial clips on the backs of frames. Use acid-free mat board, tape etc. Ensure that all glass is clean. Unframed canvas edges must be free of staples and painted.
- In order to respect the integrity of the display, works should generally be collected by the purchasers after the run of the show. Red dots indicate sold items. Green dots indicate item being held for 48 hours. Never place a sold "dot" on a NFS item.
- A biography or artist's statement must accompany each exhibitor. Desktop and print on 8 ½ x 11 bond paper. Acrylic holders are provided. Business cards are encouraged as well.

Hints for Success:

- Use your newest and strongest work. *More* does not make the show better.

- In order to generate interest, choose a theme for your show: retrospectives, thematic events, latest works, series work, plein air, or bodies of travel or incident-inspired works.

PORTALS – Display and hanging requirements

Background:

- The PORTALS TEAM member is present to assist you. Hanging decisions are yours but must comply with the recommended practices below. An ISC loading trolley is located outside PORTALS and is available for use to load and unload pieces.
- All equipment needed for hanging is provided and is carefully stored in a large plastic bin marked "hanging supplies". Return all items to this bin and return to the locked storage closet when finished.
- Whenever possible, use the PORTALS rod hanging system.
- Always use ladders provided to adjust lights etc. **Never stand on chairs.**
- Picture hangers (never nails) may be used for multiple groupings and are available at PORTALS at no charge.
- Corners of pictures secured to the drywall using the blue or white putty will ensure that the piece remains level. Ensure that the putty is not visible.
- Consider the label as a part of the overall effect of the display. Generally place it in a consistent, predictable manner.
- PORTALS provides label templates that include: title, medium and price. It is the responsibility of the exhibitor to complete the labels in a professional manner. Non-template formats will be approved on presentation to PORTALS staff but should not exceed 15 square inches.
- 3D work may be placed on plinths provided by the exhibitor or those provided by PORTALS. Two glass display cabinets (16 inches x 16 inches x 60 inches) are available for use. Avoid use of bottom shelf and the very top of unit in order to have a sleek finished look.
- The PORTALS Digital Display System (PDDS), a 27" display screen and PC laptop are available for use to display digital media. This may include slideshows, art talks, art demos, artist websites, etc. Please speak with the PORTALS Coordinator for specific file formats. (JPEG format, maximum 1.8MB)
- A sound system with two speakers is available for use by the exhibitor. It can play cd's, as well as music from iPods and iPhones.

Recommended practice for displays in PORTALS:

- If the items are consistent in some manner (same sizes/frames) hanging becomes easy. If not, group visual work by size, color, theme, a series cluster or shape. Large group users should allow a mixing of the pieces, rather than a wall of work by one person.
- **PORTALS wall space cannot support more than 24 moderately-sized pieces (see diagrams Appendix One and Two)**
- Place the work around the room (leaning against the wall) before you begin. Cull if you have too many pieces; choose pieces that work best together. Avoid including duplicates unless editions of prints are in sleeves.
- For extra security when moving pieces, hold the wire on the back and the bottom of the frame.
- White gloves for delicate items are located in the "hanging supplies" bin.
- **Begin by hanging large pieces 63 inches to the centre of the piece. Smaller, grouped pieces should "close off" to that piece in some manner (see diagrams Appendix One and Two)**
- Avoid double hanging. Triple hanging is absolutely undesirable unless the pieces are extremely small or part of a multiple work.

Large unrelated pieces need at least 16 inches between outside edges. Moderate-sized pieces (16 inches wide) work well with 4 inches between outside edges. Minimum distance between grouped pieces is best no closer than 3 inches.

- The LED track and spot lights will enhance your work. The fluorescent fixtures are "state of the art lighting" but are not necessary in most display cases. **Ask the PORTALS staff person to adjust the lighting.**

PORTALS – Advertising, signage, labels, show openings, extra opportunities:

Advertising:

- All exhibitors must provide a media release to the PORTALS Coordinator as well as a PDF version of poster design **the beginning of the month prior to the event. i.e. if your event is September 15th, then please submit August 1st.**
- All promotions must include the dates and times of the show.
- The venue must be referred to as *PORTALS – the CVAC Centre of Arts, Culture and Heritage* and refer to the address as 2687 James Street, Duncan
- <u>All promotion is the responsibility of the exhibitor.</u>

However, PORTALS staff will post the event in the following:

CVAC website - event to appear on PORTALS page and online Arts Billboard.
CVAC É-communique / Blitz
CVAC Facebook Page
Valley Voice - event information must be provided prior to 15th of month preceding event.
CowichanCulture.ca website
Duncan-Cowichan Chamber of Commerce weekly digital newsletter
South Cowichan Chamber of Commerce weekly digital newsletter

- It is advisable that the exhibitor submits a media release and/or article to the local newspapers, which may choose to arrange interviews with the exhibitor directly.
- The *PORTALS logo* may be used on promotional material but the *CVAC logo* may not be used without express, written consent.

Signage:

- The event poster provided by exhibitor will be circulated in the immediate vicinity of PORTALS by the PORTALS TEAM. Postings outside this immediate area are the responsibility of the exhibitor.
- One large poster provided by exhibitor will be displayed on an easel at the front door of PORTALS during the run of the show. A black 16" x 20" frame is available to use at PORTALS to the exhibitor.

Labels:

- PORTALS has a pre-printed label that exhibitors may use or they may provide their own.
- List of Works to be provided one week prior to event containing title, size, medium and pricing.
- Labels may be no larger than 15 square inches (5" x 3" works well) and should not distract from the overall appeal of the exhibit. *Latest practice in metropolitan galleries is a system using discrete numbers that are referred to in show catalogues or on a larger chart placed in a central location in the space.*

Show openings:

- PORTALS is an "alcohol-free" zone.
- All costs for openings is the responsibility of the exhibitor.
- All openings must take place within PORTALS regular hours unless arranged as below.
- See PORTALS coordinator for catering options.

Extra opportunities:

- PORTALS staff can be hired to open/host the space after hours at an additional cost of $20.00 per hour.
- For a fee of $40, staff will design and print a show poster, provide you with a digital PDF and 20 colour copies for promotional purposes (10 copies at 8.5" x 11" and 10 copies at 8.4" x 14")

PORTALS – Booking arrangements, deposits, contracts, cancellation policy, insurance, record keeping, sales

Booking arrangements/deposits/contracts:

- While PORTALS TEAM members may assist potential exhibitors with times and logistics of shows, **all booking arrangement are negotiated and confirmed by the PORTALS coordinator.** The PORTALS coordinator reserves the right to deny requests for use of the space based upon these needs: to ensure that a balance of various activities booked into PORTALS; to ensure a high level of craftsmanship/quality; and to ensure that ethical, artistic and sales standards are consistently met.
- All contract arrangements are made with the PORTALS coordinator.
- One individual must assume legal responsibility for completing applications for larger groups.
- All bookings must be accompanied by a **NON-REFUNDABLE 50% deposit**, **payable at the time of booking.**

Cancellation:

- Should it become necessary to cancel an exhibition, please do so as soon as possible so that others bookings can be arranged. **Deposits are non-refundable.**

Insurance:

- CVAC agrees that if loss or damage occurs to an exhibitor's work at any time during the show period, they will notify the Artist-Consignor forthwith.
- **The exhibitor must ensure that work is insured against loss or damage during the full period of show.**
- Damages to a consigned work resulting from fragile or vulnerable materials with which the work is made shall be the responsibility of the exhibitor.

Record-keeping:

- All items on display and for sale must be on an Inventory List. Include: artist's; name, title, medium, size, price and a column in which sales are recorded for each item in the show.
- A digital record of the final sales transactions will be provided to the exhibitor within 15 business days of the end of the show.

Sales Procedure:

- Sales may be made in cash, with a cheque payable to CVAC or by using the VISA, M/C or debit machine.
- All sales are recorded in triplicate in an invoice book. The white copy is stapled to the *customer's copy of the VISA, M/C or debit slip* and given to the customer.
- A second, *merchant copy* is stapled to the yellow copy of the invoice and is processed by PORTALS.
- If the exhibitor charges and files PST, **this amount must be included within the retail price. Round total to the nearest whole dollar.**
- Cheques for earned revenue are issued to exhibitors within 15 business days of the end of the show.

PORTALS – tips for maximizing sales in PORTALS

1. New work is "thirsted for" in our modern world. While visitors love to say, "I know the work of so and so"….they do not buy so easily if they have seen the actual work on previous occasions. They also delight in seeing growth within a favorite artist's style.

2. There are many visitors to PORTALS who have neither the money nor the intention to buy art; *they simply are there to enjoy it*. This is wonderful and all creators appreciate and value this practice. However, true buyers expect work to demand a fair price, especially if it is framed. Pieces of obvious quality with very low prices can cause some buyers to be suspicious. Interestingly enough, people seldom seem to buy art because of its "good price". If they like it and can afford to buy anything, they will purchase it.

3. The framing quality can be a large part of the buyer's decision. Rather than the buyer thinking: "I can reframe this with a matt and frame of my choice", they consider the frame and matt as part of their final purchase. Please see the Business Discount Program for CVAC Members on the CVAC website. **(http://www.cowichanvalleyartscouncil.ca/business_support.ph**

4. The more that an artist/creator talks personally about their creative process, the more likely a buyer will respond favorably; people like to have relationships (even though they may be fleeting) with the person behind the art.

5. Written biographies or artist's statements can tell a great deal about the artist. A picture and a well crafted professional piece of writing can make the difference for a potential buyer.

6. Offering viewers a mechanism by which to provide feedback is a useful idea and one that engenders involvement by the public with the exhibitor. The traditional guest book is one way but Facebook feedback, suggestions boxes, cards containing the e mail of the exhibitor with the lead: *"How could I have improved this visual art experience for my viewers?"* etc. are all novel ways to engage the potential buyer.